

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 02274 081543Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----090647Z 125912 /15

R 081530Z APR 77
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC
INFO SECSTATE WASHDC 2587
AMEMBASSY ATHENS

UNCLAS DAMASCUS 2274

ATHENS FOR RTDO (KINNEAR AND THEROS)

E.O. 11652: N/A
TAGS: BEXP SY
SUBJ: DAMASCUS INTERNATIONAL FAIR: CHRYSLER EXHIBIT

1. LOCAL CHRYSLER REP NADER HELBAOUI HAS REQUESTED
(PENDING CHRYSLER HOME OFFICE APPROVAL) 300M OUTDOOR SPACE IN
US PAVILION. HOWEVER, HELBAOUI WANTS TO EXHIBIT SIMCA
AND MITSUBISHI VEHICLES WHICH, HE SAYS, ACCOUNT FOR BULK
OF CHRYSLER SALES IN SYRIA.

2. WE KNOW THAT SIMCA (FRANCE) IS OWNED BY CHRYSLER;
ACCORDING TO HELBAOUI, CHRYSLER OWNS 35 PER CENT OF MITSU-
BISHI (APPARENTLY VEHICLE DIVISION). THESE GOODS WOULD
THEREFORE SEEM TO QUALIFY FOR EXHIBITION IN THE US PAVILION.
HOWEVER, THE BRAND NAMES "SIMCA" AND "MITSUBISHI" SEEM TO US
CLEARLY IDENTIFIED WITH THEIR COUNTRIES OF MANUFACTURE,
RATHER THAN THE UNITED STATES. WE ARE INCLINED TO THINK THAT
AMERICAN COMMERCIAL INTERESTS MAY NOT BE BEST SERVED BY
INCLUSION OF THESE VEHICLES IN US PAVILION (WE WOULD
WELCOME, OF COURSE, OTHER CHRYSLER VEHICLES, SUCH AS
DODGE AND PLYMOUTH WHICH ARE SOLD IN SYRIA). WE REQUEST
USDOC OPINION ON THIS MATTER.

MURPHY
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NNN

Message Attributes

Automatic Decaptioning: X
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Sent Date: 08-Apr-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Reason:
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